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1921

The Gladiolus Beautiful

"The Crowning Splendor of the Floral World"



There is a fascination in growing these flowers of unrivaled loveliness.

The sword-like foliage; the tall, upright stems clothed with flowers of exquisite beauty; the great variety of magnificent colors; the ease of culture; the sureness of bloom; and the lasting quality when cut—all combine to make the Gladiolus one of our most popular flowers.

HOWARD M. GILLET
GLADIOLUS SPECIALIST
LEBANON SPRINGS, N. Y.



EVELYN KIRTLAND

Beautiful shade of lustrous rosy pink, darker at the edges, blending into soft shell pink at the center, with brilliant scarlet blotches on lower petals. Entire flower showing a glistening sparkling luster. Petals slightly fluted, and many flowers wide open at once. Grows very tall, with a long stem bending gracefully with its burden of blooms. Wonderfully decorative, and a great prize winner at the flower shows. One of the very finest pinks.

20c each; \$2.00 per doz.

THE MODERN GLADIOLUS

A wonderful improvement has been made in the *Gladiolus* during the last few years. Those who are acquainted only with the old red spikes which grew in Grandmother's garden will hardly recognize it as they gaze on the large and gorgeous flowers of the modern hybrids which are the result of thousands of crosses made by specialists in this line. The newer kinds embrace many varieties producing from 12 to 20 blooms on a single spike, many of which will measure from four to five inches across. Nearly all the colors of the rainbow may now be found. The combinations of colors and beautiful markings of the petals and throat cannot be surpassed by any other flower. As sturdy as the lily and as exquisite as the expensive orchid it may be grown successfully by the amateur in any ordinary garden, and if several plantings are made in the spring at different times, bloom may be had from the end of July until frost. Covering the widest range of color from the brightest blood-red scarlet, deep purple and rich carmine shades to the most delicate tints of white, pink, yellow and lavender, they prove at once the most showy and attractive of garden flowers. They are rightly called "The People's Orchid." With freedom from disease and insect pests there is no easier flower to grow. No other flower gives so much satisfaction at small expense. If you have never planted any of the newer varieties such as are offered you in this booklet, give them a trial. They will be a delight to the eye and a joy to the soul.

On account of its good keeping qualities the *Gladiolus* surpasses all other flowers for cutting purposes, and in order to obtain the utmost pleasure from the blooms you should cut the spikes as soon as the first flower opens on the stalk and place them in vases in the house. A vase of blooms may be kept fresh for a week or more. Not only that but the colors will be brighter and more beautiful when cut than when out in the sunny garden. The *Gladiolus* is particularly adapted to table decoration. Cut the spike in the morning or evening when the first bloom opens. Change the water daily, remove the withered portions, and cut (on a slant) an inch or so from the end of each stem. Every bud will open one by one to the very top.

CULTURE

The culture of the *Gladiolus* is so simple as to render it the most satisfactory of garden flowers, thriving and blooming freely with the least care and attention and making a display which for beauty of bloom and brilliancy of coloring is unequalled by any other flower. If you can grow potatoes you can grow *Gladioli*. Plant in any good garden soil as soon as ground is workable up to the middle of June. If several plantings are made at different times the season of bloom will be lengthened. Do *not* plant in shade of trees or buildings, and do not allow *fresh* manure to come in direct contact with bulbs. Use well-rotted manure, commercial fertilizer, wood ashes, or bone meal, well mixed with the soil. Set the bulbs

five to six inches deep in rows and about three to four inches between each bulb. Rows about 18 inches apart. Or may be massed in beds about four inches apart each way. If planted in quantity and to be cultivated with a horse make rows 30 to 36 inches apart. Keep soil loose and free from weeds. When cutting flower spike let three to four leaves remain on the plant to allow the bulb to mature properly. Dig bulbs in the fall, cut off tops, and after drying in the open air for a few days store away in a dry, cool but frost proof place in the cellar.

NAMED VARIETIES

During the past few years I have tested hundreds of named Gladioli, and have selected the following list as the very choicest and most beautiful.

AMERICA—Beautiful, soft shell-pink, with a lavender tinge. Flowers are large, wide open, with several blooms open at one time. Fine for cut flowers. The most popular variety and one of the easiest to grow. 5c each; 50c per doz.

ARIZONA—Dark rose pink, with dark maroon markings on lower petals. Very pretty. 10c each; \$1.00 per doz.

BARON HULOT—Deep violet-blue, medium size. Contrasts well with a yellow variety. 10c each; \$1.00 per doz.

BEST VIOLET—Rich violet color, with lines over petals. Tall stem; many open at once. Not a common shade. 15c each; \$1.50 per doz.

BLACKHAWK—Cardinal-red, with a nearly black center. One of the Kunderd originations. 10c each; \$1.00 per doz.

BLUE JAY—(True) Light blue, with white center. Flowers wide open. This is probably the nearest to a sky blue among Gladioli. 25c each; \$2.50 per doz.

CHARLEMAGNE—Giant type, large open flowers on strong spikes. Sunrise red, flaked darker; creamy white blotch, dotted with purple carmine. 20c each; \$2.00 per doz.

CHATEAU THIERRY—Dark orange color, with small yellow spot. Large flowers. New Variety. 30c each; \$3.00 per doz.

CHICAGO WHITE—White, with a faint lavender stripe in throat. Not large, but the earliest white, and in demand by florists. 5c each; 50c per doz.

CONSPICUOUS—Light blue. Yellow center, edged with deep blue rim. Came from Holland. 25c each; \$2.50 per doz.



CRACKERJACK

CRACKERJACK—Handsome large flowers of a rich velvety dark red. Throat spotted with maroon on yellow ground. A gorgeous flower and one of my favorites. Very prolific, and flowers from quite young bulbs. Inexpensive. (See cut). 5c each; 50c per doz.

CRYSTAL WHITE—Pure snow white, except small mark of Tyrian rose in throat. Healthy, vigorous and prolific. Stem tall and straight. Will be in great demand. 15c each; \$1.50 per doz.

DAWN (Groff's)—Very light salmon, or cream. Claret stain in throat. Fine. 30c each; \$3.00 per doz.

DISTINCTION—Dark reddish-violet. A new Holland production. Tall and strong, and one of the best "very darks." 25c each; \$2.50 per doz.

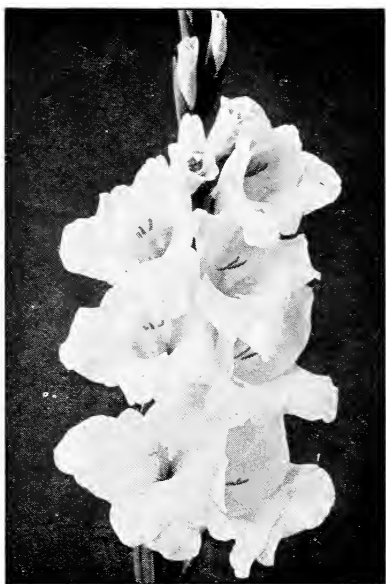
DIXIE—Deep, rich, almost black, red. One of Kunderd's originations. 20c each; \$2.00 per doz.

EL CAPITAN—Softest sulphur tint; lower petals lightly marked. Very tall. Sometimes a dozen or more blooms open at once, making fine display. 15c each; \$1.50 per doz.

ELECTRA—Very large vermilion scarlet, with creamy mark on lower petals. Blooms early. A fine variety. 10c each; \$1.00 per doz.

EMPRESS OF INDIA—Rich, very dark, velvety red; almost black. Fine white stripe on lower petals. Satiny buds. Distinct. 5c each; 50c per doz.

ESTELLA—One of the largest Gladioli. Dark pink, with light flaked blotch. Wide open. 15c each; \$1.50 per doz.



EUROPA

EUROPA—Snowy white, without any color mark whatever. Large flowers, compactly placed, and many open. One of the finest whites in existence. Especially valuable for florist's work. Stock too scarce to become common very soon. (See cut). 20c each; \$2.00 per doz.

EVELYN KIRTLAND—Beautiful shade of rosy pink, with soft shell pink center and bright scarlet blotches on lower petals. One of the finest pinks. Visitors rave over it. Tall grower. Has taken many prizes at the shows. (See inside front cover, also page 12). 20c each; \$2.00 per doz.

FAIR COLUMBIAN—Fine large showy lilac-pink. Rare shade, attracting much attention. Tall, vigorous plant. 25c each; \$2.50 per doz.

FASCINATOR—Large flowers of salmon-pink, tinted with carmine. 15c each; \$1.50 per doz.

GAIETY—Bright salmon-pink, flaked salmon-red. Conspicuous white center. Tall spikes. Unusual. 15c each; \$1.50 per doz.

GEN. JOFFRE—New Holland variety. Brick red, darker stripe on lower petal. 15c each; \$1.50 per doz.

GEN. PERSHING—New. Very large. Upper petals pale pink. Lower petals yellow, striped rich carmine. 30c each; \$3.00 per doz.

GLORY (Kunderd's)—Creamy-buff, tinted soft pink. Petals ruffled and fluted at the edges. 10c each; \$1.00 per doz.



GOLDEN KING

GOLDEN KING—Bright golden yellow, with crimson blotch on lower petals, forming a striking contrast. Tall and strong. The best of the yellows, except possibly the new "Schwaben," and the very expensive novelties. (See cut) 10c each; \$1.00 per doz.

GOLIATH—A fine large reddish purple, or deep wine. Very dark. Robust grower. Choice and much admired. Should be in every collection, as there is no other just like it. 15c each; \$1.50 per doz.

GRETCHEN ZANG—Exquisite soft rose pink, shading into salmon-scarlet. Tall and graceful. Very useful for decorative purposes. (See cut). 20c each; \$2.00 per doz.

HALLEY—Large, well-opened flowers of bright salmon-pink. One of the earliest, and a popular sort. 5c each; 50c per doz.

HARVARD—The true "Harvard crimson." Large beautiful blooms, very effective as a cut flower. 10c each; \$1.00 per doz.

HERADA—Clear brilliant mauve; a wonderful new color. Giant grower. One of our best sellers. 20c each; \$2.00 per doz.

HOLLAND GIANT (Roem Van K.)—Very large rose pink, yellow center. Broadly expanded blooms. New. 25c each; \$2.50 per doz.

IDA VAN—A most beautiful deep salmon-red, or flaming orange-pink, shading darker in throat. Rich and brilliant. Large, open flowers. **10c each; \$1.00 per doz.**

INDEPENDENCE—Light red. Strong spike. Flowers last well after cutting. **5c each; 50c per doz.**

JESSIE—Rich velvety scarlet, with slight orange tint. Fine yellow line on lower petals. Very early. **5c each; 50c per doz.**

LARGE BUFF—Fine shade of soft buff. Rose pencilings in throat. 8 to 10 blooms open at once. **10c each; \$1.00 per doz.**

LILYWHITE—The fine new pure snow-white. Blossoms of good size, and 6 or 7 open at once. Will be in great demand, particularly with florists. Early and prolific. Valuable. **50c each; \$5.00 per doz.**

LOVE'S FIRE—A big dazzling scarlet, good grower, with long spikes, and many open at once. One of the very best reds. **20c each; \$2.00 per doz.**

MARY FENNELL—Beautiful light lavender, tinged soft pink, lower petals penciled with primrose yellow. Large wide open flowers of exquisite loveliness. Distinct, and especially recommended to lovers of delicate shades. **20c each; \$2.00 per doz.**

MEADOWVALE—Purer white than Chicago White, but blooming a little later. Narrow line of crimson on lower petals. Excellent for florists. **5c each; 50c per doz.**

MR. MARK—Light blue, darker blotch. From Holland. **20c each; \$2.00 per doz.**

MRS. BEECHER—Deep rosy crimson, with white throat. Attractive. **10c each; \$1.00 per doz.**

MRS. FRANCIS KING—Very large flame-red flowers on a long spike. One of the most vividly colored of all Gladioli. **5c each; 50c per doz.**

MRS. FRANK PENDLETON—One of the very finest. Light pink (sometimes nearly white) with a giant blotch of the richest carmine-red in the throat. Wide open large flower. Tall, strong grower and long, well-filled spike. No grander variety in existence. Has been awarded many prizes. (See cut). **10c each; \$1.00 per doz.**

MRS. FRYER—(Red Canna) Fine showy orange scarlet. Very bright. Finest for bedding. **15c each; \$1.50 per doz.**

MRS. MOULTON—Very large dark crimson, splashed deeper in throat. A gorgeous flower. **20c each; \$2.00 per doz.**

MRS. WATT—Handsome deep brilliant wine color. A rare shade, distinct from all others, and a novelty of merit. Strong straight grower, and extra good bulbs. **10c each; \$1.00 per doz.**



MRS. FRANK PENDLETON

MRS. VELTHUYS—Very large brilliant red. Imported from Holland. New. 50c each; \$5.00 per doz.

NIAGARA—Light creamy yellow, more or less splashed with pink. Large open flowers on strong spike. Good keeper after cutting. 10c each; \$1.00 per doz.

ORANGE GLORY—Large ruffled flowers. Orange with lighter throat. Rank, healthy grower. Quite rare as yet. 50c each; \$5.00 per doz.

PACHA—Brilliant orange, with yellow throat mottled with maroon. Very striking, and unlike any other Gladiolus. Try it. 10c each; \$1.00 per doz.

PANAMA—Magnificent large pink. Blooms wax-like and wide open. A favorite with all. If you sell cut flowers, this should be your first choice. 10c each; \$1.00 per doz.

PARLIAMENT—New, large and showy rose pink. Strong stems. 25c each; \$2.50 per doz.

PAREXCEL—Pure deep salmon-pink of unusual shade, with rich dark brown blotches, like "burntwork." Unlike any other. 25c each; \$2.50 per doz.

PEACE—A grand white flower, very large, with a delicate lilac feathering on lower petals. Tall, strong hardy grower. Blooms later than most, so plant early. 10c each; \$1.00 per doz.

PEARL—Pink, with yellow center. Slender stalks. 10c each; \$1.00 per doz.

PINK BEAUTY—One of the very earliest. Rose pink, with darker blotch. Long spike. Medium flowers. 5c each; 50c per doz.

PRESIDENT WILSON—Salmon-rose, lightly variegated. A new and rare variety. Early. 25c each; \$2.50 per doz.

PRIDE OF GOSHEN—Flesh-pink. Flowers large, and petals elegantly waved. Tall and imposing. 15c each; \$1.50 per doz.

PRIDE OF HILLEGOM—A fine large brilliant crimson. One of the very newest and best, and well worth growing. Rare. 50c each.

PRIMULINUS HYBRIDS—A cross between the native South African Primulinus Gladiolus and the large garden varieties. The flowers are smaller and more graceful than the standard varieties, and run mostly to yellow, orange and salmon, or "nasturtium" colors. 5c each; 50c per doz.; \$2.50 per 100.

PRINCE OF WALES—The very choicest of all salmon varieties, and one of the very best of all Gladioli. Excellent for decorating, and much in demand. Early. A beauty, and a winner. Don't overlook it. 15c each; \$1.50 per doz.

PRINCEPINE—Carmine-red, with large white blotch. Similar to Princeps, but more flowers open at the same time. 5c each; 50c per doz.

QUEEN ESTHER—(Mrs. Halliday) Delicate soft silky pink, creamy blotch. Marvelously beautiful. One of the finest. Don't miss it. 25c each; \$2.50 per doz.

QUEEN WILHELMINA—Delicate apple-blossom pink, with plate blotches on lower petals. Large open flowers. A popular color. 15c each; \$1.50 per doz.

RED EMPEROR—(Dominion) Rich dark scarlet, of immense size. Tall, strong spike; wide open flowers of royal appearance. Early blooming. Very choice. 25c each; \$2.50 per doz.

RED, WHITE AND GOLD—A novelty. Strong plant and good sized flowers. Upper portion white, lower petals lemon-yellow. Red blotch. 75c each.

1910 ROSE—Pure rose pink of fine shade. Narrow white central line on lower petals. Large flowers. Extra early. 15c each; \$1.50 per doz.



GRETCHEN ZANG

ROSE BUD—Very beautiful light rose pink. Opening flower of rose-bud form. Large open bell-shaped flower. Rank grower. One of the best. **20c each; \$2.00 per doz.**

ROSE GLORY—Very large and beautifully ruffled rose pink, deeper in throat. One of my favorites. **EXTRA FINE. 50c each; \$5.00 per doz.**

ROSE WELLS—Very tall, light clear rose. Small blotch of lilac rose, bordered with yellow. Flowers large and wide open. Prize winner at Cleveland Show. **20c each; \$2.00 per doz.**

ROUGE TORCH—Large fine white, with a carmine torch in the throat, making a striking contrast. **10c each; \$1.00 per doz.**

SCARSDALE—A large, tall growing, pink-lavender; nearly a mauve. Quite unique. Will give variety to your collection. **10c each; \$1.00 per doz.**

SCHWABEN—A new variety of great beauty. Clear canary yellow, shading to sulphur yellow, with a touch of red in the throat. Tall vigorous grower. Considered by many the very best yellow. 10c each; \$1.00 per doz.

VELVET KING—Glowing velvety scarlet. Wide open flowers. Vigorous grower, and makes a fine show in the row. 5c each; 50c per doz.

WAR—Deep brilliant red. Strong grower, with large wide open flowers. Sold a few years ago at \$1.00 per bulb. 10c each; \$1.00 per doz.

WILLIE WIGMAN—Creamy white, flushed pink. Crimson blotch on lower petals. Pretty. 10c each; \$1.00 per doz.

LIBERTY MIXTURE

Highly assorted kinds and colors. Good bulbs sure to bloom. An inexpensive mixture, but excellent value for the price, as there are many fine named varieties in the lot. 30 for \$1.00; \$2.50 per 100.

EXHIBITION MIXTURE

A high grade assortment made up exclusively of named varieties, which would cost nearly twice as much if purchased separately. Cannot fail to please the most exacting. Wide range of colors. 15 for \$1.00; \$6.00 per 100.

FLORISTS' MIXTURE

Contains mostly white, light, pink, and delicate shades, which are particularly adapted to the needs of Florists. Sure to please. \$2.50 per 100.

**GILLET'S COLLECTIONS OF GLADIOLI ARE PROVING
VERY POPULAR. THEY SAVE YOU MONEY**

COLLECTION "A"

1 America, lavender-pink.....	\$.05
1 Meadowvale, white.....	.05
1 Halley, salmon-pink.....	.05
1 Independence, coral red.....	.05
1 Crackerjack, dark red.....	.05
1 Mrs. F. King, flame color.....	.05
1 Primulinus Hybrid, yellow.....	.05
1 Princepine, scarlet.....	.05
1 Mrs. Pendleton, blotched.....	.10
1 Baron Hulot, violet-blue.....	.10
10	\$.60

Special price, labeled and postpaid, 50c

COLLECTION "B"

1 Golden King, yellow.....	.10
1 Goliath, purple.....	.15
1 Mrs. Watt, wine.....	.10
1 Peace, white.....	.10
1 1910 Rose, rose-pink.....	.15
1 Harvard, crimson.....	.10
1 Scarsdale, lavender.....	.10
1 War, dark red.....	.10
1 Queen Wilhelmina, pink.....	.15
1 Evelyn Kirtland, choice pink.....	.20
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10	\$1.25

Special price, labeled and post paid, \$1.00

COLLECTION "C"

1 Conspicuous, blue.....	.25
1 Mary Fennell, lavender.....	.20
1 Mrs. Moulton, crimson.....	.20
1 Prince of Wales, salmon.....	.15
1 Red Emperor, royal red.....	.25
1 Arizona, pink.....	.10
1 Crystal White.....	.15
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7	\$1.30

Special price, labeled and postpaid, \$1.00

COLLECTION "D"

1 Electra, vermilion-scarlet.....	.10
1 Schwaben, yellow.....	.10
1 Pride of Goshen, flesh-pink.....	.15
1 Herada, mauve.....	.20
1 Gretchen Zang, pink.....	.20
1 Blue Jay, blue.....	.25
1 Distinction, very dark.....	.25
1 Queen Esther, pink.....	.25
1 Lilywhite, white.....	.50
1 Orange Glory, orange.....	.50
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10	\$2.50

Special price, labeled and postpaid, \$2.00

Note:—The above four collections, A, B, C, and D contain no duplicates.

COLLECTION "E"

6 America, lavender-pink.....	.25
6 Mrs. F. King, flame-color.....	.25
6 Halley, salmon-pink.....	.25
6 Crackerjack, dark red.....	.25
6 Assorted.....	.25
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30	\$1.25

Special price, labeled and postpaid, \$1.00

“THE PROOF OF THE PUDDING”

Mr. H. M. Gillet,
Lebanon Springs, N. Y.

Aug. 7, 1920.

Dear Sir:—

I want to tell you how much better results I obtained from your Gladiolus bulbs I bought from you last spring than I did from the several hundreds I bought from some of our leading bulb dealers. Your bulbs grew thriftier and had larger and more perfect blooms than the others I had, and all under the same conditions. I attribute it to the way you grow and keep your stock, as I noticed your bulbs were not all dried up and bruised as those I got from other dealers. What price can you make me on.....
Etc.

Yours truly, A. G. S.,
Chicopee Falls, Mass.

Mr. H. M. Gillet,
Lebanon Springs, N. Y.

Nov. 8, 1920

Dear Sir:—

Please put me on your mailing list for next season. The “Glad Bulbs” I bought of you last spring were gorgeous when they bloomed, and I shall want more the coming spring.

Yours respectfully,
MRS. A. E. N.,
Chittenango, N. Y.

Mr. H. M. Gillet,
Lebanon Springs, N. Y.

Apr. 6, 1920

Dear Sir:—

I sent to you for some Gladiolus Bulbs last year and they were just fine, so I have told my friends about them too. I am sending you a list of names and wish you would send them your catalogs.

Respectfully, MISS C. A.,
Bergen, N. Y.

Mr. Howard M. Gillet,
Lebanon Springs, N. Y.

Dear Sir:—

Last spring I bought 329 Gladiolus bulbs from you, and every one of them turned out GRAND—nothing could beat them. Now I want you to quote me your best price on the following, my check to be in your hands before shipping.....Etc.

Yours truly, C. A. O.,



EVELYN KIRTLAND

measuring length of spike (note yard stick) of the Gladiolus named for her. The one she is measuring was cut close to the ground. Three buds are off the top in the illustration. The other spikes were cut, leaving four leaves for foliage.

(Originated by the famous lady specialist, Mrs. A. H. Austin.)

See inside front cover for a “close up” of this beautiful new pink.

READ BEFORE ORDERING

Remittance must accompany all orders.

No orders accepted for less than 50c.

6 bulbs at dozen rates; 50 at 100 rates.

Prices per dozen and on collections, also on single bulbs, include postage on all orders east of the Mississippi River. West of the Mississippi River add 5 to 10 cents per dozen. Prices per 100 are F. O. B. here.

Bulbs (unless otherwise instructed) will be sent about April 1st to 20th after danger from freezing is over.

All my bulbs are good blooming size unless otherwise stated.

Warranty—While I exert the greatest care to keep all stock true to name, sound and strong, I do not, in common with other growers, assume any responsibility other than to replace any stock that may prove untrue to name or refund amount received for same.

Kindly send 5 names of your flower loving friends and I will be glad to mail them my catalog, and also mail you a few young blooming bulbs free for your trouble and kindness. Write on separate sheet from your order.

Write your name and address very plainly.

Send in your order EARLY, as some varieties are sold out quickly. Order in February or early March, if possible.

Address all orders to

HOWARD M. GILLET
LEBANON SPRINGS
COLUMBIA COUNTY
N. Y.

CUT FLOWERS FOR PROFIT

Gladiolus blooms are the easiest flowers to grow. They are the showiest and most beautiful. The grower is not bothered with insect pests. The blooms keep well in water. The beautiful spikes are always in demand and sell readily at from 50c to \$1.00 or more per dozen, allowing a nice profit to the grower besides the increase and sale of bulbs. The culture of Gladioli furnishes a good business for those who need not only money but health-giving pure air and exercise.



**You will become intensely
interested if you**

**GROW
GILLET'S
GORGEOUS
GLADIOLI**

**Join the "Gladiolus Enthusiasts."
They are the happiest people
on earth!**



"THE FLOWER GROWER"

A valuable monthly publication of great interest to lovers of flowers, particularly the Gladiolus. Published by Madison Cooper, Calcium, N. Y. Subscription price, \$1.00 per year, or 3 years for \$2.50.

I will be glad to forward your subscription, or I will give you a year's subscription free with an order for \$10.00 worth or more, of bulbs at catalog prices.



HOWARD M. GILLET

Gladiolus Specialist

Lebanon Springs, N. Y.